

Presentation Guidelines

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Worst Human Fears:

- ★ *Speaking in front of a group*
- ★ *Dying*
- ★ *Speaking and dying in front of a group*

Outline

- Coping before, during and after a presentation
- No, No's in presentations
- Ways to improve confidence
- Types of presentations
- 3 Elements of a presentation
- Miscellaneous
- Conclusion

Coping Before the Presentation

- Choose a topic with which you are comfortable.
- Concentrate on your introduction and conclusion.
- Find out who will be present at the presentation.
- Practice delivering and timing your presentation.

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- Don't stop until you have reached the end of the presentation.
 - Familiarize yourself with the setting and equipment.
 - Get enough sleep the night before the presentation.

Coping During and After the Presentation

- Dress appropriately and comfortably.
- Be on time to deliver the presentation.
- While waiting, tense and relax your hand, leg and other muscles.
- Before beginning, take a couple of deep breaths.
- Concentrate on what you are saying instead of how you are saying it.

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- Concentrate on the audience instead of yourself.
 - Deliver the presentation with outward signs of confidence.
 - Do not verbalize your anxiety.
 - If your mouth become dry, pause and take a swallow of water.
 - Recognize that even the best speakers make mistakes.
 - If you panic, get past the moment.

No, Nos in Presentations

- Talking too fast.
- Speaking in a monotone voice.
- Not smiling enough while talking.
- Talking and not saying much.

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- Using poor grammar.
 - Disorganized and rambling performance.
 - Not summarizing and concluding the message clearly.
 - Talking without preparation or knowledge of the topic.

Sure Ways to Kill a Presentation

- Not making eye contact with your audience.
- Telling just facts – nothing but the facts.
- Not getting excited – not using any body language.
- Not smiling at all.

Ways to Improve Your Confidence While Presenting

- When you are being introduced, smile and glance at the audience and then at the person saying all those nice things about. Do not look down in modesty.
- Start very slowly, with your shoulders back and chin up. Then gradually speed up.

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- Open your presentation by saying something genuine like: “I am glad to be here today . . . I am happy to be talking with you about . . . I am delighted to share with you . . .”
 - Recognize that you know more about your topic than any of your listeners. You are the expert.

Types of Presentations

- Impromptu presentation – 2 minutes
- Informative presentation – 5-6 minutes
- Speeches to Convince or Stimulate – 6-8 minutes
- Team Presentation (5 members) – 1 hour
- Thesis Presentations – 20-30 minutes

Three Elements of A Presentation

- 1. The Content – Subject, supporting material, language
- 2. Organization – Introduction, structure, conclusion
- 3. Delivery – Speaks with audience, media used properly, body expressiveness, vocal expressiveness, diction and pronunciation, attitude and energy

1. The Content

- Subject, Supporting Material, Language

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- Be sure that you have enough material for the length of your talk but not too much!
 - It takes two minutes for the average speaker to get through one page of typed material (double spaced, 12 point Times Roman)
 - Five minute presentation will be no more than three double-spaced pages in length.
 - 15 minutes will be no more than eight pages in length.

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- Develop a catchy title – short, vivid, easy to say, original and memorable.
 - Write out your thesis statement and reduce it to the key words.
 - Introduction for a five minute presentation no more than one paragraph.
 - Introduction for a fifteen minute should be no more than $\frac{3}{4}$ of the page.

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- Thoroughly research your topic. Keep an idea file – clippings, quotations, personal anecdotes, etc.
 - Map out your presentation outline.
 - Reinforce your message with visual aids.
 - DO NOT read your speech. If you must have notes print your text in large, triple spaced type.

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- Write a draft. Define your purpose, assemble ideas, facts, anecdotes and statistics around your topic and develop your outline.
 - Rehearse by reading your draft aloud. Phrases that can be improved, big words that can be replaced. Define terms if necessary.
 - “It is possible to be fully understood in any language with only a few hundred words.” Communicate in the same language as your audience. Familiar language builds rapport and trust.

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- Develop a structure which can be easily memorized. ie: five key points, seven elements, three ways, etc. The right structure depending on time has three to seven points.
 - Use shorter words and phrases. Watch for repetition.

Tips for Using Notecards

- Key words only. Less is more!
- Write out your opening and closing lines in full on two separate cards.
- Number them in the upper right hand corner.
- Draw a small happy face to remind you to smile.
- Put instructions in brackets to remind yourself when to use visual aids.

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- Write out quotations and statistics; note sources.
 - Limit the number of points per card to five or six.
 - Highlight hard-to-remember points.
 - Avoid using more than five cards.
 - When you deliver, hold the cards in one hand.
 - Maintain eye contact, do not read from cards.

A Presentation Is Like a Flight

- It has a take-off and a landing – an opening and a closing.
- In between, there may be turbulence but as long as you take-off and land smoothly you have succeeded. If you slip-up minimize the damage and continue with a smile.

2. The Organization

- Introduction, Structure, Conclusion

How to Ensure a Powerful Opening

- Walk slowly and confidently to the podium.
- Be sure all your visual aids are ready.
- Take a deep breath, smile and begin.

How to Begin Your Speech

- Familiar to the unfamiliar
 - Briefly talk about points of common understanding
 - We all know what chopsticks look like . . .
- Make them participants – not spectators
 - Use of “you” rather than “I” and “Me”
 - Imagine that you have just . . .
- Tell a story. Be sincere and make it personal.
 - A funny thing happened . . . I want to tell you a story

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- Acknowledge the occasion and the audience.
 - “It is especially appropriate that we are talking about . . .”
 - Pay the listeners a compliment. Always give compliments in the first quarter of your presentation to help build rapport. “I want to thank all of you for . . . I have admired . . .”
 - Quotations. Make sure they fit smoothly into your presentation and enhance your message.
 - Make a striking statement – “If we continue to waste time . . .”

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- Use an unusual statistic – “93% of an effective oral presentation relates to body language”
 - Refer to a statement made by a preceding speaker.
 - Ask the audience a challenging question – “What is the single most common cause . . .”
 - Ask for a show of hands to a relevant question.

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- Never ever apologize for your speaking abilities.
 - Present an outline.
 - If you are getting the audience to participate during your presentation – get permission.
 - Make sure you can be heard.
 - Avoid clichés ie: I don't know why I have been asked to speak . . . Today I am going to speak . . .

3. Delivery

- Speaks with audience, media used properly, body expressiveness, vocal expressiveness, diction and pronunciation, attitude and energy

From the book "Silent Messages" – "believability of what we communicate is influenced 7% by words, 38% by tone of voice and 55% by body language."

Body Language

- Facial expressions –frowning.
- Smile – make eye contact.
- Gestures – learn to speak with your hands.
- Keep your hands out of your pockets.
- It is always better to speak on your feet.
- Analyze yourself - Study other presenters, appraise your presentation skills and confidence level.

Shoulders and Head Positioning

Confident and Positive



Shoulders back

Head up

Smile

Full of energy

Ready to perform

I am great!

Yes I can!



Life is great!

Nervous and Negative



Shoulders drooping

Head down

Frown

Low energy

Not ready

I'm no good!

No I cannot!



Life is rotten!

How to Dress for a Presentation

- Know the style of your audience.
- Aim to look just slightly more conservative than your audience.
- A conservative style will cause them to take you more seriously.

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- Always appear as neat and clean as possible.
 - Dress the way you want to be perceived.
 - If you have only one suit or dress, it should be navy or black.
 - Red ties or scarves.

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- For shirts and blouses, white is always the best choice.
 - For shoes, again, dark is best.
 - Above all, dress comfortably and be proud of who you are.

How to End a Speech

- Summarize your presentation.
- Close with a anecdote / story that ties everything together.
- End with a call to action - Start today . . . When you go home . . .

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- Ask a rhetorical question – “What would . . . Where would”
 - Make a statement – “There is much to be learned”
 - End the same way you began – “ I would like to end where I began . Cover letters”

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- Show them an outline of your completed presentation.
 - “In closing my presentation . . .” – summary statement or call to action.
 - “I want to leave you with . . .” - an idea, a piece of advice.

Tips for Preparing for an Impromptu Presentation

- Begin with an attention getting statement.
- If the presentation has more than one point, offer a preview of major points to be covered.
- Develop major point or points of the presentation.
- Have a clear, interesting conclusion that ties together the speech.

Equipment

- Podium –
 - To be used to hold your notes – slide your notes.
 - Plan to start and end behind it, but deliver most of your presentation away from the podium.
 - Do not keep your hands gripped to the sides.

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- Standing behind the podium will reduce the power of your presentation.
 - Keep half a pace behind so you can see the notes without dropping your head.

Visuals

- Communicate ideas faster than the spoken word.
- Can explain complicated ideas more easily.
- Provide you with key notes which can be relied on to trigger your memory.
- Make you look more organized.
- Are especially appropriate for formal meetings.

Retention

| | After 3 Hours | After 3 Days |
|-------------|---------------|--------------|
| Tell Only | 70% | 10% |
| Show Only | 72% | 20% |
| Show & Tell | 85% | 65% |

Hints for Visuals

- One idea per visual – fewer the better. Explain what they are looking at i.e.: visuals and handouts.
- Bar charts are the simplest to understand.
- The six rule: No more than six words per line, and no more than six lines per visual.
- Use upper and lowercase letters.
- Design to be seen in the back row.
- When in doubt, leave it out.

Handouts

- “I hope I have enough” – perceived value.
- Check and re-check for accuracy.
- Encourage audience to take notes.

Handouts

Type

Plain note paper
Key words only
Diagrams, quotes, quizzes
Brochures, order forms
Full-detailed notes
References and readings

When to Give Out

Before starting presentation
At start of presentation
During or toward end
Toward end of presentation
After presentation

An Assortment

- Keep your projector off until ready to use.
- Use dark colored markers – black, red, blue, brown.
- Write notes on the cardboard used to cover the overheads.
- Use clear overhead over printed if you would like to mark on them.
- Use the hand closest to the projector.

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- Flip charts only good for groups of less than forty.
 - Use the 5 x 5 rule: five words across and five lines down.
 - Use only the top 2/3 of the each page.
 - Have pages prepared in advance.

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- Always talk facing the audience – not to your charts.
 - Test markers in advance.
 - Abbreviate words that are difficult to spell.

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- Flip chart should be on the right if you are left handed and on the left if you are right handed.
 - Extension cords.
 - Check your equipment!

| Type | Advantage | Disadvantage | Note |
|----------------|--|---|--|
| | | | |
| Computer Aided | Instant updates | System crashes | Always have alternate plan |
| Overhead | Good for groups of five or more Inexpensive | Looks clumsy if you use too many | Watch lighting 6X6 rule |
| Flip Charts | Pre-writing makes them easy to use Available everywhere | Too small for more than 40 people | Use top 2/3 of page only 5X5 Rule Practice writing |
| Handouts | Inexpensive Flexible Easy to prepare | Take time to prepare | Must look professional Proofread |
| Chalk Boards | Inexpensive Flexible | Not impressive Chalk squeaks Dirties clothes | Write neatly Have eraser |

How to Wreck your Own Presentation

- You do not need a message.
- Choose a bad title.
- Address the wrong audience.
- Have confidence in the organizer, the software, the projections system and anything else.
- Make the most of presentation software.

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- Be mysterious – don't let your audience see the big picture.
 - Snow your audience by maximizing the quantity of information.
 - “See and forget” slides for numbing your audience.
 - Use technically explicit language and terminology.

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- Address an “audience”, not individuals.
 - Avoid questions.
 - Confusion as the take-home message.

Conclusion

Begin on time and end on time!

If you fail to prepare, you prepare to fail!

Smile, Breathe, **HAVE FUN!**